NEWS RELEASE

CubeSmart Announces Joel Keaton Promoted to Senior Vice President of Operations

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MALVERN, PA -- (Marketwired) -- 02/06/14 -- CubeSmart (NYSE: CUBE), a self-administered and self-managed real estate investment trust focused on self-storage facilities, today announced the promotion of Joel Keaton to the position of Senior Vice President of Operations and a series of related changes to management responsibilities in the areas of operations, marketing, third-party management and investor relations.

"Over the past year, we worked diligently and thoughtfully through a leadership succession process. The goal of that process was to align our management team to support our operational vision and execute on our internal and external growth strategies," said Christopher Marr, Chief Executive Officer. "The changes we are announcing today are designed to maximize the collective contributions of our senior management. I am excited about these role changes and am confident in our team's ability to continue to create value for our shareholders."

Operations

Joel Keaton has been promoted to the position of Senior Vice President of Operations. In this capacity, Mr. Keaton will have direct oversight of the Company's store operations, which encompass 531 locations organized in three geographic divisions. Mr. Keaton was previously CubeSmart's Vice President of Marketing and has more than 20 years of self-storage industry experience, including management positions at two other publicly traded self-storage REITs and a national provider of self-storage property management services.

Marketing

Daniel Ruble has been appointed Vice President of Marketing. Mr. Ruble, who previously served as CubeSmart's Vice President of Finance and coordinated the Company's investor relations function, has also held various positions in operations, analytics and investments since joining the Company in 2009.

Third-Party Management

Guy Middlebrooks has been named Vice President of Third-Party Management. Mr. Middlebrooks replaces Carol Shipley in the role she held from 2010 until her recent retirement. Mr. Middlebrooks previously served as the Company's Vice President of Operations and has more than 25 years of retail and self-storage operations experience.

Investor Relations

Charles Place has joined CubeSmart as Director of Investor Relations. Mr. Place brings to the role past experiences including investment banking, both buy-side and sell-side equity research covering the REIT industry, and most recently, market research for a private, triple-net lease REIT.

About the Company

CubeSmart is a self-administered and self-managed real estate investment trust. CubeSmart owns or manages 531 self-storage facilities across the United States. According to the 2014 Self Storage Almanac, CubeSmart is one of the top four owners and operators of self-storage facilities in the U.S.

The Company plans to exceed Customer expectations by adding more personalized services and technology to some of the best storage spaces around. The Company's self-storage facilities are designed to offer affordable, easily accessible, secure, and, in most locations, climate-controlled storage space for residential and commercial customers. CubeSmart® services include storage customization, logistics services, comprehensive moving services, organizational services, and office amenities.

For more information about business and personal storage or to learn more about the company and find a nearby storage facility, visit **www.CubeSmart.com** or call CubeSmart toll free at 800-800-1717.

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